

## Hamilton U.T. OK's Odeon Bid

### Quebec Juve Law To Be Challenged

Mr. Justice Louis Cousineau in the Superior Court of Quebec last week ordered the issue of a temporary writ of injunction, challenging the constitutionality of the Quebec Moving Pictures Act that makes it a criminal offence to admit to moving picture theatres children under 16

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### MP's Weigh NFB Point of View

Subjects of the National Film Board reels came in for considerable argument in the House of Commons last week when A. G. Adamson, member for West York, objected to the portrayal on the screen of the way of life of any other country but Canada.

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### P. Q. Projectionists Negotiate Unity

Officials of both Quebec projectionist bodies, the IATSE and the Quebec Motion Picture Projectionists Association, have been negotiating absorption of the latter into the former. The QMPPA has 60 members and the IATSE has three locals, the largest of which is the Montreal one of 100 members. The QMPPA has no labor charter but a permit from the Provincial Government and has been in existence for 12 years.

### Astor Pic. Acquire 2-Reel Fight Films

Astor Pictures will soon distribute a series of two-reelers titled "Immortals of the Ring," showing championship bouts from 1904 to 1909.

### Talk is the Famous Players Protest Legality of Deal

By a majority vote of common shareholders Hamilton United Theatres, Ltd., last week accepted the purchase offer of \$711,881 made by Theatre Properties (Hamilton) Ltd. for all assets. Paul S. Nathanson is president of the latter company.



CHARLES A. DENTELBECK

Charlie, popular industry veteran who is Supervisor of Projection for Famous Players, was recently made an Honorary Life Member of Toronto Local 173 of the IATSE by unanimous vote of the brethren. He will be presented with a silver membership card if and when available. Since 1914 Charlie served 22 terms as president of the Local.

### Now Ask for Two Sunday Showings

"There should be at least two moving picture theatres open," said J. A. R. Mason, director of Landsear War Service Clubs, on the subject of Sunday movies. "It's a great shame that, because of lack of accommodation, the men can't take their girls."

The purchase affects the Capitol Theatre (2179 seats), and the Palace Theatre (2233 seats), under Odeon Theatres operation in Hamilton, Ontario.

In accepting the bid the shareholders voted 28,574 for sale and 214 against, thus turning down an offer by Famous Players of

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### Covert Sick

W. P. Covert of the IATSE is ill at home with blood poison in one leg.

### O'Leary in Army

Vince O'Leary, manager of the Grand, Kingston, Ontario, is due to don khaki.

### Regina Showmen Organize Ass'n

Motion picture theatre folk of Regina, Saskatchewan, have formed the Regina Motion Picture Exhibitors' Association and elected J. D. Watson of the Rex Theatre as chairman. Charles Horning, assistant-manager of the Roxy Theatre, is in charge of public welfare, including collec-

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### Snowden to Face Contempt Case?

Judgment of the Superior Court of Quebec rendered last week in Montreal by Mr. Justice Louis Cousineau, granted a rule nisi against the United Amusement Corporation, Limited, George Ganetacos, the company's managing director, John Ganetacos, in

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## Provincial Chairman Named for V-Loan

The names of the Provincial Chairmen for the Motion Picture Section of the National War Finance Committee have been announced by J. J. Fitzgibbons, chairman of the executive of the War Services Committee, who will be national chairman for the industry during the forthcoming Victory Loan drive. The lineup of leaders is a lively one. These are the boys who will work with you to help put over the Sixth Victory Loan:

#### NATIONAL CHAIRMAN

J. J. Fitzgibbons, Famous Players Canadian Corporation, 1200 Royal Bank Building, Toronto, Ontario.

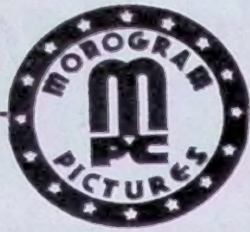
#### PROVINCIAL CHAIRMEN Alberta

K. M. Leach, Strand Theatre,  
(Continued on Page 2)

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Winnipeg, Calgary, Vancouver.

## Odeon Bid Okayed By Ham. United

(Continued from Page 1)

\$120,050 more than the successful one. Outstanding shares of the company are 53,200—preferred 5,187, common 48,020. Shareholders favoring Famous Players' bid walked out before the vote was taken.

It is heard that the legality of sale with the recorded vote may be contested. Dissenting groups say that there is doubt whether under the Companies Act the necessary two-thirds majority of the issued capital necessary to accept the offer has been secured.

Famous Players supporters withdrew after an amendment submitted by Norman Robertson, K.C., that the meeting should be adjourned and a new one called to consider both offers was defeated.

It was also suggested that the meeting adjourn until the shareholders could determine their legal position toward the option given Odeon Theatres to renew the current operating contract for five years after Sept. 15, 1946. Hon. W. D. Ross, president of Hamilton United Theatres, Ltd., read an opinion that an appeal to the courts might delay the final disposition until 1946.

The offer of Famous Players was conditional on the company being able to get possession of the property free of the current agreement not later than Sept. 15, 1946. Paul S. Nathanson described this as an "impossible condition" in a letter to the shareholders, saying that by an agreement dated Oct. 9, 1942, Odeon Theatres were entitled to possession and operation until Aug. 31, 1951. J. J. Fitzgibbons, president of Famous Players, replied that no "impossible condition" had

been submitted and suggested that the legal status of the option be settled in court.

It would seem that it will be a while before disputation over the transfer of Hamilton United properties dies out.

## V-Loan Chairmen

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Calgary.

British Columbia

D. Griesdorf, Odeon Theatres Limited, Vancouver.

Manitoba

J. Pearson, Corona Theatre, Winnipeg.

New Brunswick and

Prince Edward Island

Reg. March, 20th Century-Fox Corporation, 12 Hazen Avenue, St. John, N.B.

Nova Scotia

R. S. Roddick, Capitol Theatre, Halifax.

W. H. Cuzner, Strand Theatre, Sydney Mines.

Ontario

N. A. Taylor, 20th Century Theatres, 21 Dundas Square, Toronto.

Herb Allen, Theatre Holding Corporation, 21 Dundas Square, Toronto.

Quebec

Eugene Beaulac, Quebec Allied Theatrical Industries, 323 University Tower, Montreal.

Saskatchewan

W. Winterton, Capitol Theatre, Saskatoon.

F. Willis, Capitol Theatre, Regina.

SECRETARY

Ray Lewis, Canadian Motion Picture War Services Committee, 277 Victoria Street, Toronto, Ontario.

## Quebec Juve Law To Be Challenged

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years of age.

In adopting such provision, it was contended by the proprietors of the Verdun Palace Theatre that the Legislature exceeded its powers in that it purported to legislate in a field exclusively within the jurisdiction of the federal authorities, namely, in the field of criminal law.

The writ was issued on the application of M. H. Swards, attorney for the Verdun Palace Theatre, and is directed against The King, represented by the Quebec Attorney-General, all the judges of the Court of Sessions, and the Recorders of Montreal and Verdun. Its immediate effect halts all proceedings now pending in the Court of Sessions against Benjamin A. Garson, theatre executive, and Howard Elliott, manager of the petitioning theatre, who are charged with breach of the Quebec Moving Pictures Act by admitting to the theatre children under 16 years of age.

Raymond Noel and Laurent Drouin appeared for the Attorney-General and opposed issue of the writ of prohibition mainly on the ground that the Court of Appeal in 1929 rendered judgment holding that the Moving Pictures Act did not create a criminal offence, and was therefore constitutional.

Judge Cousineau said he was aware of the judgment of the Court of Appeal and in his opinion it left the Moving Pictures Act open to attack on new grounds. Therefore, His Lordship added, the temporary writ of prohibition asked for would issue and all proceedings taken in the Court of Sessions would be suspended pending final decision on the question of the constitutionality of the Moving Pictures Act.

## Foto-Nite Jackpot

Mrs. Jack Anderson of St. Catharines won the \$1175 pot of Foto-Nite at the Palace Theatre in that city. Not bad.

*Film Weekly*

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HYE BOSSIN, Managing Editor

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A scene from "Address Unknown," the new Columbia picture, starring the Academy Award winner, Paul Lukas.



## Snowden to Face Contempt Case?

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charge of the policy and management of Snowden Theatre, and Larry Stephens, manager of Snowden Theatre. The rule holds the above named defendants in contempt of court in having violated an interim injunction which, last February 2, enjoined the United Amusement Corporation, its officers and representatives, from licensing or exhibiting in Snowden Theatre all photoplays, except Watch On The Rhine, forming part of the regular contract for Warner Brothers First National productions for the season 1943-44, before the same had been successively exhibited at the Kent Theatre.

Princess O'Rourke was one of the photoplays thus prohibited prior exhibition at Snowden Theatre, and it was proved, Judge Cousineau said, that, on February 5, the parties above named caused to be advertised by means of a poster that the photoplay Princess O'Rourke would be the Snowden Theatre's next attraction.

Accordingly, he ordered that the defendants appear before him in open court on April 11 next, to show cause why they should not be penalized for their contempt of the court's order contained in the writ of injunction.

Article 971 of the Code of Civil Procedure provides that any person against whom an injunction is directed who infringes or refuses to obey it, or any person who, although not named or described therein, knowingly contravenes its commands, is subject to a fine not exceeding \$2,000, payable to the Crown, with or without imprisonment for a period not exceeding 60 days, without prejudice to the right of the party aggrieved to recover damages.

## M. Selznick Passes; Famed H'wood Agent

Myron Selznick, 45, actor's agent and brother of David O. Selznick, passed away in Hollywood recently after having been been gravely ill for days.

Born in Pittsburgh, Selznick started in the film business at the age of 16. He produced films for United Artists and later was general manager in charge of production for Selznick Pictures. He had been an agent since 1929.

## 'Lady in the Dark'

with Ginger Rogers, Ray Milland  
 Paramount 100 Mins.  
 FILM VERSION OF STAGE HIT A BOX OFFICE SMASH; COLOR, SETTINGS, PHOTOGRAPHY RATE RAVES.

Turn on all the wattage available for this "Lady in the Dark." For here indeed is a dream picture that can't miss being a box-office sensation. The production, a magnificent wedding of all the arts, has everything overwhelmingly in its favor. The magic of the screen has been brilliantly invoked, resulting in an entertainment feast that will not easily leave the memory.

Never has a more lavish or more artistically satisfying production issued from the Paramount studios. Nothing has been spared to guarantee the success of the screen version of the Moss Hart stage hit. It was worth every penny of the staggering cost of making "Lady in the Dark." While the story itself is perfectly capable of standing on its own feet, it is the physical aspects of the production and the novelty of the treatment more than anything else that make the film the tremendous attraction that it is.

The Mitchell Leisen production is best described as a drama with music, although comedy is an important factor in the film's appeal. The leading character, played by Ginger Rogers, is the editor of a ritzy fashion magazine. The woman, whose devotion to her work has been throttling the feminine in her, is on the verge of a nervous collapse. Why, she doesn't know. Frightened, she goes to a psychiatrist (Barry Sullivan) with her problem. The psychiatrist, delving into her subconscious, resurrects past experiences that have built within her mind a mountain of repressions and fears. Straightened out by the psychiatrist, at the end she stands forth as a new personality with a happy outlook on life. Also changed are her romantic views. She starts out with her publisher (Warner Baxter), then switches to a movie star a-throb with glamor (Jon Hall), finally winding up with the advertising director of her magazine (Ray Milland) when she discovers what she needs is a man able to dominate her.

The display of costumes in "Lady in the Dark" will have the women in ecstasies. Never has anything like it been seen on the screen. In color treatment also the film stands unchallenged,

Technicolor never having been put to more breath-taking use. Settings and set decorations are really something to gloat over.

The dream sequences, evolving from Miss Rogers' invasion of her sub-conscious, have been managed with an amazing show of imagination, creating a startling impression. It is in these dream scenes that Miss Rogers is given a chance to put her talents as singer and dancer to use. Rare and odd musical effects have been achieved in the dream moods.

CAST: Ginger Rogers, Ray Milland, Jon Hall, Warner Baxter, Barry Sullivan, Mischa Auer, Mary Phillips, Phyllis Brooks, Edward Fielding, Don Loper, Mary Parker, Catherine Craig, Marietta Cauty, Virginia Farmer, Fay Helm, Gail Russell, Marian Hall, Kay Linaker, Harvey Stephens, Billy Daniels, Georgia Backus, Rand Brooks, Pepito Perez, Charles Smith, Mary MacLaren, Paul McVey, Paul Pierce, George Mayon.

DIRECTION, Fine. PHOTOGRAPHY, Superb.

## 'Moonlight in Vermont'

with Gloria Jean

Universal 62 Mins.  
 PLEASING MODEST BUDGET MUSICAL INTRODUCES CLEVER NEW TAP DANCER.

This offering introduces Ray Malone, a young New York night club entertainer, who is a very clever tap dancer. It is a pleasing modest budget musical and stars Gloria Jean, who sings four songs.

Edward Lilley handled the direction nicely, while Bernard W. Burton provides adequate production values.

Gloria Jean and Fay Helm come to New York from their small farm town in Vermont. Gloria enrolls in a theatrical school and immediately earns the enmity of Vivian Austin, another student who is in love with Ray Malone. George Dolenz, a dramatic instructor at the school, "falls" for Fay and induces her to become his secretary.

Vivian, afraid she will lose Malone to Gloria, has an anonymous letter sent to Gloria's Vermont home, and Gloria's uncle, Russell Simpson, orders her to return to Vermont. Despite further trouble made by Vivian, Gloria wins Malone away from her.

CAST: Gloria Jean, Ray Malone, George Dolenz, Fay Helm, Betty McCabe, Sidney Miller, Vivian Austin, Patsy O'Connor, Mira McKinney, Billy Benedict, Virginia Brissac, Russell Simpson.

DIRECTION, Good. PHOTOGRAPHY, Good.

## MP's Weigh NFB Point of View

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He objected specifically to one of the Canada Carries On series showing the Russians at home, another non-NFB subject, "Our Native Land." The NFB came in for praise and criticism in the course of the discussion.

"There has been a growing suspicion," said Mr. Adamson, "that the National Film Board has become a propagandist for a type of socialist and foreign philosophy; heretofore it was merely an instrument of propaganda for the government."

Both parts of Mr. Adamson's contention drew disagreement. "Personally," said Clarence Gillis of Cape Breton South, "I am very well pleased with the contribution that the National Film Board is making towards clarifying the minds of the Canadian people with respect to what is going on in the Soviet Union. Members of this House of Commons are under a debt of gratitude to those who are conducting the operations of the National Film Board. They are making one of the most important contributions to the Canadian people that could be made at this time."

Referring to scenes showing new factories being opened, E. G. Hansell, Vulcan, Alberta, said that "Whether we like it or not, there is a psychological reaction in favor of the present government." He suggested that the NFB be fair to all political groups.

"I agree that one philosophy should be followed by the National Film Board, namely, Canadian," answered the Hon. L. R. LaFleche, Minister of National War Services, to Mr. Adamson. "May I say that we, if we are strong Canadians we, at least the adults, shall be strong enough to see some of the things that are going on in other parts of the world."

Mr. LaFleche promised to look at the films objected to and pointed out that the National Film Board screens twice-weekly for the members of both houses.

## C. B. Edwards New Radio News Head

Charles B. Edwards, veteran newspaperman, was appointed manager of Press News, radio news subsidiary of the Canadian Press, by a board of directors meeting last week.



# That Scrap Book Challenge

**B**ROTHERS and sisters, don't underestimate the importance of that scrap book the Motion Picture War Services Committee is asking you to fill with reports of Victory Loan work. And scrap books of any kind are important. Not only are they the record of past activities but a file of future ideas. If you toss your scrap book in the corner you are either incompetent or lazy. Or maybe you're just heartless. After all, think of the cause.

There'll come a day when it's your turn to visit that exchange Up There. The head booker, St. Pete, will turn to his helpers and ask, "What have you got on that human production called Joe Manager?"

"Nothing," they will say.

"No paper at all?" St. Pete will ask.

"Not even a Sixth Victory Loan Scrap Book," they will answer.

"Well," St. Pete will answer, "this is apparently a 'Z' job. Ship him to the Lucifer circuit and accept any price and any designations. Let them burn up a few commitments with him. It's almost a dirty trick on them!"

Each and every exhibitor in Canada is being shipped this special scrapbook. The circuits will supply their houses through their own shipping departments and the Independents will get theirs from Provincial Chairmen.

The cover will carry the following words: "Motion Picture War Services Committee Scrap Book Report of My Campaign On the Sixth Victory Loan." A place is indicated for the exhibitor's name, the name of his theatre, town and province.

You are also asked to exercise your capacity for thought in behalf of the future work of the Committee. Space is provided on the last page of the book for personal comments, ideas and suggestions. Provincial chairmen will study what they find there and pass it on to the Central Committee.

Every exhibitor or manager should get his noodle nodding over this page. Much mental ammunition is wasted beyond a narrow area. Any man smart enough to operate, manage or supervise a theatre gets many ideas related directly or indirectly. The trouble is that most thought is fugitive and ideas are often no more than birds of passage. Here is a chance to capture them on the spot.

It is most important that you include in your comments your opinion of the trailers and news clips that will be sent you for the Sixth Victory Loan Drive. The committee would like your personal reaction as well as that of

your audience. We want to know if they are doing the work intended and if not, why not. You probably have some idea of what is holding them back. Only you can tell us and it is not fair to leave us up a blind alley when you need only assert yourself to do a good deed for the Dominion and your industry.

## GRAB OFF ONE OF THOSE 24 PRIZES FOR THE BEST SCRAP BOOK RECORD

Remember when you were a kid how proud you were of being paid for acting like a good boy? Here's your chance to get that old feeling again!

The Motion Picture War Services Committee will issue 24 prizes to the managers who turn in the best records of theatre Victory Loan activity during the present—Sixth—bond campaign.

Your Provincial Chairmen and a special committee in each province will judge the scrap books and give a decision which is absolutely final. The smart and lucky winners will get the following prizes:

**1st Prize—\$50 Victory Bond.**

**2nd Prize—\$25 War Savings Certificate.**

**3rd Prize—\$10 War Savings Certificate.**

After that you get a chance at the Grand prizes for the same amount of effort. Your Provincial Chairmen will forward your scrap book, the evidence of your regional triumph, to the Central Committee in Toronto for judging. The national winners will get these awards:

**1st Prize—\$100 Victory Bond.**

**2nd Prize— 50 Victory Bond.**

**3rd Prize— 25 War Savings Certificate.**

The national prize-winning scrap book will be sent to the Minister of Finance, J. L. Hsley, autographed and returned to the winner.

And what a thrill when you display it in your theatre!

What goes into the scrap book?

Every item of publicity. Paste in newspaper clippings and copies of yours ads. Put throwaways, programs, etc., in it. Make sure it contains literature pertaining to any contests you may run. Append a note about the results and if anything you hit on had unusual effect, please say so. That idea might be multiplied more than 1100 times during the next Loan drive—once for each theatre in the Dominion.

In that scrap book place details of tieups with merchants and samples of what you used to tell the public about them, if possible. Report your front displays and enclose a photo if one happens to have been taken. Tell about radio tieups and boosts and if a new idea was used, describe it clearly. Let the scrap book keep the record of co-operation with the local Victory Loan Committee.

And how about yourself and the folks in your theatre? What did they do? Did they serve at special shows. How was their purchasing power?

There's a million things you can put in that scrap book because there's a million things you can do. Do them—and don't get lazy. Clip them and paste them. Write the rest down. If you are pressed for time, keep them in some kind of order until you can transfer them to the scrap book. Make notes about everything.

Get in there and pitch—and be your own scorer. It will pay you—perhaps in money, certainly in satisfaction.

## Regina Showmen Organize Ass'n

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tions and donations; and Charles Bahrynowski, manager of the Metropolitan, handles public relations and advertising.

Other members include F. L. Willis, manager, Capitol; Lenore Williams, assistant-manager, Capitol; Christine Graham, manager, Grand; Len Joyce, assistant manager, Grand; H. Bercovitch, manager, Broadway, and M. Bloom, assistant-manager, Broadway.

The aim of the association is to provide organized theatre co-operation wherever necessary. Regina theatres have combined for salvage drives, Victory Loan campaigns, the sale of War Savings Stamps, assistance to charitable associations and hospitalization cases, and the entertainment of discharged service men.

The association will meet once a month.





### New High in Paramount History Is What's Being Said About 'LADY IN THE DARK'

PARAMOUNT'S "Lady in the Dark" has been described as a "brilliantly staged and spectacularly mounted film." Starting with that, it has Ginger Rogers, Ray Milland, Warner Baxter, Jon Hall, Barry Sullivan, Mischa Auer, Phyllis Brooks and Gail Russell. The Technicolor is lavish and the plot is perhaps the most novel one in years.

The cost ran into three million dollars, they say. The studio will get it back and more on this one.







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### Throwaways

Lou Polakoff's lads are all-out for the Navy. Frank is bouncing around somewhere, while Joe, who used to be a Columbia booker, dropped in the other day with a very fine knoll of facial foliage. Did you know that the boys need permission to grow a beard? . . . Alan Young, the youthful Canadian radio comic, will take over Eddie Cantor's time this summer. A good-looking feller, he's a cinch for a Hollywood contract. . . Our note that NFB reels will be cut in possible cases drew much thankful comment. . . The Strong Electric Corporation's book on motion picture history, called "Then and Now," is an excellent job of work. Charlie Dentelbeck was nice enough to tip me off about it. . . Thanks to Phil Barber, theatre inspection chief of Alberta, for those kind words. . . Plenty of movie character in the offices of O. J. Silverthorne, popular and efficient head of Ontario's theatre inspection and censorship department. He has that lovely insert of MGM's "Meet the People" (the one with the watercolor effect), framed—and with the credits intact. Incidentally, all that sort of thing that comes from Si Seidler's boys is slightly wonderful.

### Bucking the Pass

It may be news to you that there are more films made in India than in any other country. And it has a very ambitious and frank trade magazine called "Filmindia."

In a copy which reached the desk of Irving Hoffman, a twotypewriter man if there ever was one, there is an interesting news item and a moral about that pesky problem, the pass.

It seems that the assistant manager of the Majestic Theatre in Bombay was stabbed to death by an employee. The latter had admitted some of his female relatives to see a picture called "Swami" without a pass. The assistant manager had them removed and the employee, in a rage, did away with him.

"Here," comments the editor of Filmindia, Baburao Patel, "is a tragic climax to the widely prevalent habit of using complimentary passes. People who get used to seeing pictures free soon come to think that they own the cinemas, just because they happen to know the manager or a door-keeper. And such people, strangely enough, become ultra-sensitive about their self-respect and feel insulted when a cinema owner pursues his legal right of conducting his own business. The complimentary pass is an evil in itself, seeing its present day enormous multiplication, but if this freebooting habit is going to lead us into such tragedies, the sooner this evil is stopped, the better for our film industry."

Theatre men know what the pass situation can do to upset their peace of mind. Once a pass is handed out, others begin to await their turn and are irked by refusals. They think everyone connected with show business has pocketfuls. Persons new to the game are flattered into the trap. They cage a pass from others but are soon sorry. The persons who are cool because they consider that they have been refused an easy favor seems to run into hundreds.

Not long ago the manager of a downtown house, on refusing a pass to a waitress, was offered a deal. She was willing to trade three to a neighborhood house for one of his.

### Odds and Ends

Condolences to Joe Leiber, whose mother passed away recently in Toronto. . . Flo Simmons, EBA booker, sent me a birthday card on which she had written that I have "a heart of gold—and teeth to match." There's gold in them thar mountings, lady. . . The minister of Chalmers United Church used "Madame Curie" as the subject of his sermon in Woodstock and a party of 100 members of his congregation attended the picture at the Royal. . . That's some story from Quebec. Edgar Taillon, a motion picture projectionist, claimed to be master of the shadows in more ways than one. Taillon is charged with conducting spiritualistic seances to obtain info from the "spirits" about the location of hidden treasure. The "spirits" borrowed an idea from Faust and asked the patrons to sell themselves to the devil for treasure. None did and all they found was a sack with 20 coppers. Taillon, however, is charged with conspiring to defraud in connection with the theft of \$15,000 in war bonds.

## To Base Rentals On House Costs?

"The time is fast approaching when film rental terms will be calculated only after taking into consideration the operating expenses of a theatre," William F. Rodgers, sales chief of MGM, told delegates to a company sales convention in Chicago recently. "This conclusion has been reached as a result of an intimate analysis of every territory, in which the opinion of all the field sources was sought."

"We believe our success will continue to be based upon the success of our customers," he continued. "Such security to both forms a permanent structure, built upon a solid foundation. The average theatre-owner, we feel, expects only a fair deal and it is only fair to give consideration to his problems, among which, of course, house expenses are of first importance. If his expenses are normal, if his operation is efficient, if his industry and showmanship are consistent, there is no reason why his problems should be minimized."

"The success of our company is not predicated on the losses of our customers, but on their success, and any factor that plays an important part in the success of our customers is important to us. Naturally, abnormal overheads or improvident expansions cannot be deserving of this same consideration, and certainly we do not intend to guarantee such situations the same consideration justified in normal situations."

"Feeling that our men in the field are closer to the problems of their customers, we long ago delegated to our branch managers the right to make proper designations on any picture and to re-classify any that failed to measure up to reasonable expectations."

"With the conclusion of the war, I am convinced the necessity to readjust many situations will come again. There will be, we are convinced, another shift in population and the taking into consideration of any legitimate information working out a fair deal is not only desirable, but necessary, if we are to carry through the formula on which our success has been built—satisfied customers—friendly understanding and product security."

### Pat 'O'Brien's Navy'

Producers Corporation of America and Pat O'Brien are negotiating for the latter to star in a wartime comedy, "O'Brien's Navy."



## \$2,000,000 Film Gratis to You

Hollywood is a place where stars are so thick they need traffic cops and a few million is small change. It takes a mighty fine constellation of stars and a skyhigh heap of dollars to impress the boys who occupy the local seats of the mighty.

Yet one day Jack Warner, following his accustomed habits, left his office for a stroll through the sound stages. He nearly pitched over when he took his casual peep at the large board which acts as a directory and schedule. Fourteen stars and feature players were working in a single picture at Warners studio—and Jack Warner, a great man for knowing what's going on around him, couldn't figure what it was all about.

Someone explained to the puzzled boss that they were there gratis and that they were turning it on in the best way they knew how for Canada. Then it all came back to Jack Warner. He remembered that they were on his lot to make the greatest all-star two-reeler in motion picture history, "The Shining Future," a film that would be passed on to Canadian showmen, who would complete a triple play by passing it on to the Canadian public as a Victory Loan booster.

"Whew," whewed Jack Warner, a man who doesn't whew easily, "I'd give a million and a half dollars for their services to make a picture for me—if I could get them!"

Jack Warner couldn't get them—but you did.

Hollywood was mighty cunning about "The Shining Future." How else could it make a film in which entertainment comes first and the Victory Loan doesn't come second? A dead heat? Wrong again. It's just one of those things you can't explain. It happened that the message lost none of its importance just because it was cloaked in entertainment.

Here are your stars in your picture—Herbert Marshall, Deanna Durbin, Bing Crosby, Cary Grant, Frank Sinatra, Dennis Morgan, Irene Manning, Jack Carson, Olive Blakeney, Charles Ruggles, Harold (The Great Gildersleeve) Peary, Jimmy Lydon, Harry James and Benny Goodman and his Orchestra.

Ain't that a pretty dish to set before the public? It's even better than that. It doesn't cost you a cent.

Warners are distributing both pictures in Canada through Vitagraph. Check for dates now. Get after the exchange or your provincial chairman. Get the press book. See to it that you get action.

## Flashbacks



Photo from Archives of Canadian Picture Pioneers

Left to right (back row)—George Loan Tuck, David Miles, Mrs. Pickford, Robert Daley and Tony Gaudio. Second row from top—William Shay, Mrs. David Miles, Joe MacDonald, Hayward Mack, Mrs. Joe MacDonald and John Harvey. Third row from back—Thomas Ince, Owen Moore, Mary Pickford, King Baggott and Joe Smiley. Front row—Isabel Rae, Jack Pickford and Lottie Pickford.

**T**HE Beardless Age, spurred by the unfripped physogs of film stars, was under way when this photo of the old IMP company, later to become Universal, was taken in 1909. IMP, short for Independent Motion Picture Company, was the brain child of a fellow named Carl Laemmle who forsook the management of an Oshkosh clothing emporium to garb the mind in new ideas.

Laemmle tossed his poke of \$2,500 into building a Chicago movie house in 1905 and parlayed that one into a few. In 1909 he rounded up this company in Hollywood. That was the year the Bison company came from the east to bed itself down among the oranges and redwoods.

By 1910 there were 10,000 movie houses on the continent and they were opening at the rate of 100 per month. Slide singers, such as Walter Kennedy, Oscar Hanson, Ernie Moule, Charlie Stephenson and Jack Hazza, were in their glory. Even in those days the screen was a source of information, slides telling the public to wait "Just a Moment Please, the Operator is in trouble" when film broke.

There are four Pickfords—the Smith family of Toronto—in the photo. Each bears a strong resemblance to Mrs. Pickford, who, it said, was connected with the costume department. Though Mary was popular enough to be identified as "Sweet Sixteen" and "Little Mary" by exhibitors and the public, she had not yet received screen credit or billing. Shortly after she left IMP for Majestic, then rejoined Biograph.

In 1909 Mary was discovered by D. W. Griffith, who gave her a supporting role in "The Lonely Villa" and then promoted her to leads. She became the first of many great stars to come from Canada's fair domain, among them Milton Sills, Marie Dressler, Bert Lytell, Walter Pidgeon, Norma Shearer, Walter Huston, Deanna Durbin and Raymond Massey.

It was in 1909 Winsor McCay started animated cartooning with Gertie the Dinosaur, his mantle now colored and worn by Walt Disney, another of Canadian ancestry. That was also the year that Hobart Bosworth directed and played in "The Count of Monte Cristo."

These were the folks who started the parade of moviegoers until it has reached 100,000,000 weekly admissions on this continent. And it is still growing.

## Charge Crowding In Mont'l Shows

Montreal theatre people were again visitors to the Montreal Court House on Friday, March 31—where Judge Rene Theberge of the Special Assizes Court heard the case of the Provincial Public Buildings Inspector against six theatres: Loew's, Strand, Amherst, Electra, Chateau, Canadian, all accused of having admitted too many people in their theatre on February 5.

The court heard Chief Inspector Clovis Bernier as witness as well as one of his assistants.

Five cases were merged into one and theatre attorneys pleaded that there was no obstruction at any time and, therefore, that no law was violated.

The case against the "Canadian" was dismissed on the technical point that the owner, the late Jos. Cardinal, was deceased and that the penal Courts of Justice could not hear a case against a dead man.

Judge Theberge took the five cases "en delibere" and will render judgment on April 18.

## T'color List of Record Length

Technicolor's capacities are at a maximum right now. Films tinted or being prepared for it are:

### TO BE RELEASED:

"America"	—M-G-M
"Broadway Rhythm"	—M-G-M
"Buffalo Bill"	—20th Century-Fox
"Cobra Woman"	—Universal
"Cover Girl"	—Columbia
"Frenchman's Creek"	—Paramount
"Greenwich Village"	—20th Century-Fox
"Gypsy Wildcat"	—Universal
"Home in Indiana"	—20th Century-Fox
"Incendiary Blonde"	—Paramount
"Mr. Co-Ed"	—M-G-M
"Pin Up Girl"	—20th Century-Fox
"Rainbow Island"	—Paramount
"Story of Dr. Wassell"	—Paramount

### IN PRODUCTION:

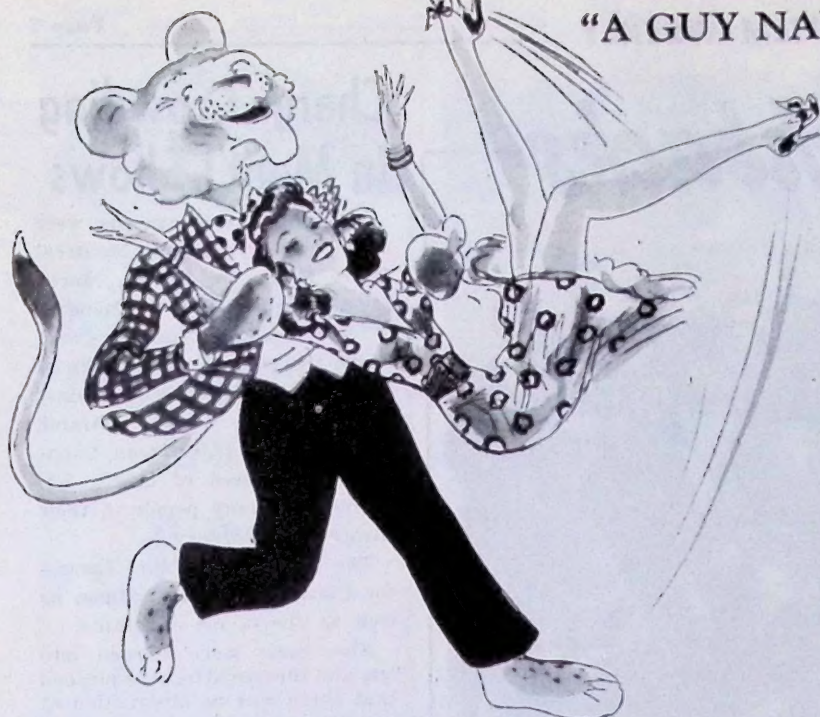
"At Night We Dream"	—Columbia
"Bring on the Girls"	—Paramount
"Climax, The"	—Universal
"Irish Eyes Are Smiling"	—20th Century-Fox
"Kismet"	—M-G-M
"Meet Me in St. Louis"	—M-G-M
"National Velvet"	—M-G-M
"Wilson"	—20th Century-Fox

### IN PREPARATION:

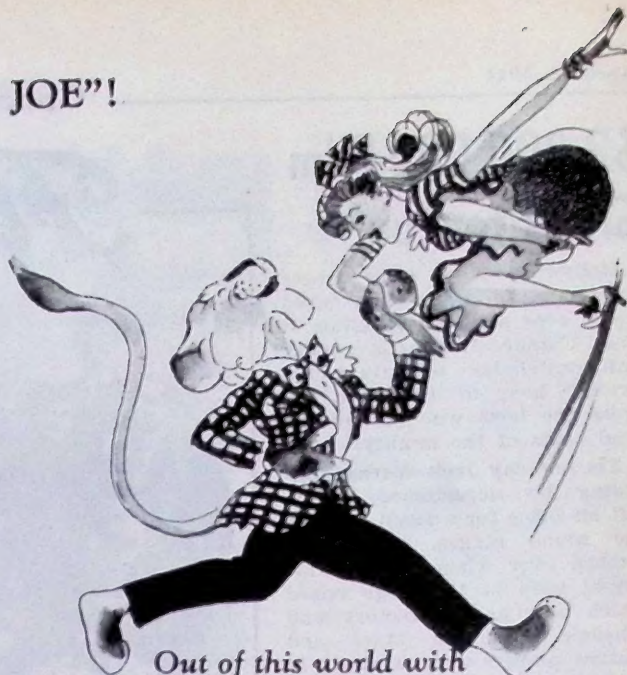
"Belle of the Yukon"	—International, RKO
"Caroline"	—Universal
"It's a Pleasure"	—International, RKO
"Montana"	—Warner Bros.
"Robe, The"	—RKO
"Something for the Boys"	—20th Century-Fox
"Son of Lassie"	—M-G-M
"Spanish Main"	—RKO
"Thunderhead"	—20th Century-Fox
"Tonight and Every Night"	—Columbia
"Treasure Chest"	—Goldwyn, RKO
"Where Do We Go From Here?"	—20th Century-Fox
"Ziegfeld Girl"	—M-G-M



In the groove with  
**"A GUY NAMED JOE"!**



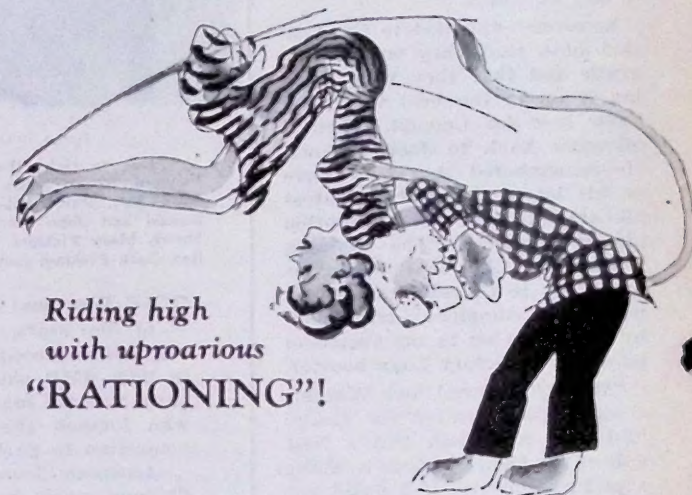
Out of this world with  
**"THE HEAVENLY  
 BODY"!**



Flying right with  
**"BROADWAY  
 RHYTHM"!**



Riding high  
 with uproarious  
**"RATIONING"!**

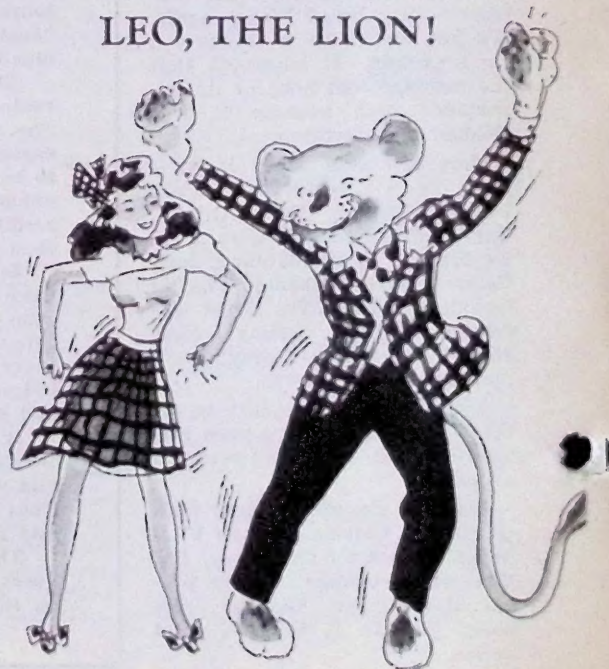


# M-G-M! LIFE OF THE PARTY!

Stepping out with  
**"SEE HERE,  
 PRIVATE  
 HARGROVE"!**



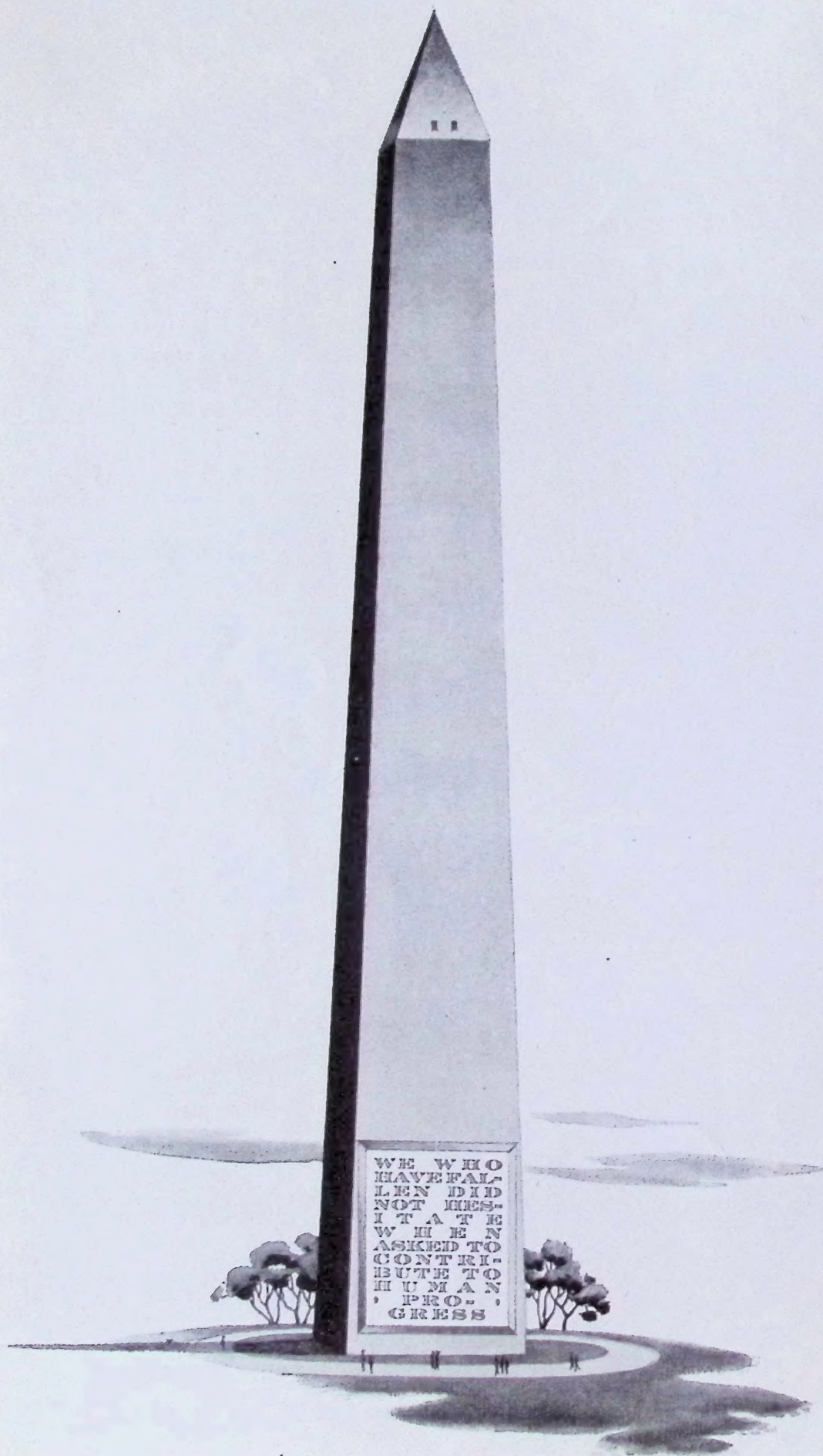
And NON-STOP with  
**LEO, THE LION!**











WE WHO  
HAVE FAL-  
LEN DID  
NOT HES-  
ITATE  
WHEN  
ASKED TO  
CONTRI-  
BUTE TO  
HUMAN  
PRO-  
GRESS

THE LEAST WE CAN DO  
IS TO GIVE OUR SUPPORT  
TO THOSE WHO ARE NOW  
TREADING PATHS THAT  
MAY LEAD TO ETERNITY

**BUY**  
AND PROMOTE THE SALE OF  
**VICTORY**  
**BONDS**

ODEON THEATRES of CANADA, Ltd.  
PAUL L. NATHANSON  
President